THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Just 20 More Shopping Days are ripe

in the Valley of the Moon

Comes now the real hectic holiday season, with tension stepping up amazingly every day till December 25. It's a Tuesday, so figure on a weekend that lasts from the preceding Friday. And by all means, get your Christmas cards and gifts in the mail well ahead of the big day.

Merchants also will appreciate your buying early, and you'll also profit by having a larger selection to choose from.

For ourselves, we normally do our shopping the day before Christmas, on December 24. Really get the "spirit" right about then. But as a kid, the big shopping was always done the Saturday before Christmas, when the grandparents would come to town and make a day of it.

The world is filled with beautiful things, but unfortunately, too many of them are married. VALLEY WATCH REPAIR, Boyes.

Our attention was called to the fact that there are a number of places in the Springs area which serve really outstanding coffee. Latest discovery was the Woodleaf which uses a patented coffee making system, insuring fresh coffee on the hour or oftener. Also try, at your convenience, Mendel's, Esposti's, Chicken House, and most of the hotels and night spots.

BOYES SPRINGS FOOD CENTER. More food for your money. We stock only quality. A grocery department store. Take-out license.

New proprietor of the dining room at Junior's resort is Ruth u-nino. She was at Valley Ford with a good restaurant, and knows her business. A specialty is Italian foods, with ravioli to take out.

SONOMA MISSION INN, Boyes. Nationwide reputation for gracious living. Dining room, cocktail bar, open to general public.

You know those wagon wheels which many property owners like to place at their entrances? And where can you buy one? We know.

Fellow over in Utah can get 'em by the dozen, and if you're interested call Melina at Our Resort, El Verano. Understand they're not too expensive.

FRANK'S HARDWARE, Castner Bldg., Boyes. Paints, Tools, Glass. Household utensils, electrical appliances. Giftware.

Esposti's lunch room in Fetters Springs isn't green any more. New paint job has made it coral, something like pink. We should know, because we didn't read all the signs, and got some fresh paint on our best suit coat.

SEE FRISCIA FOR SEAFOOD. Craig Ave., El Verano, just off Arnold Drive. Fresh crabs. Breaded prawns pan-ready. Rock Cod.

Reading various articles in magazines and newspapers, we learn of increasing support for the idea of keeping our schools open for 12 months a year, and more hours per day. (One of our best ideas.) Instead of building more schools and more classrooms, why not use our present school plants to capacity? Might take a little figuring and planning and rearranging of schedules, but what do we have school principals and boards for if not to do just that?

RUGGLES VARIETY STORE, Sonoma. Holiday Sale! Cleanup on floor samples. Cards. Gifts. Large and varied stocks. Shop early!

Taxpayer: Someone who doesn't have to pass a civil service examination to work for the government.

We have our budget subscribed for 1957, so that's not our reason for this invitation. "Come and worship God in common fellowship with your neighbors who have the same needs you do." Says Rev. Baron A. McLean of First Congregational church, Sonoma.

New book out. It's "Jack London's Tales of Adventure," collected and edited by his nephew, Irving Shepard, who still lives on the original Jack London ranch in Glen Ellen. There are 26 short stories, selections from 7 novels, numerous articles and autobiographical tales, and 64 rare and remarkable photos of and by Jack London. Any good book store either stocks it or can get it for you.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

And how do they get the pronunciation "Nagzh" out of Nagy? Remember a pitcher the Seals had whose name was Nagy? How did you pronounce it?

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EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

Ran onto a wonderful radio program the other day—Sunday, in fact, from 4:30 to 5 p.m. on KFRC. It was David Rose's orchestra, and of all the heavenly music we ever listened to that was it. Try it next Sunday.

AQUA SOFT—Water Treating Co. Sonoma owned. Call Petaluma Porter 2-7458. Evenings, Sonoma, Webster 8-3433.

Yep, we've been having 32 degree weather on quite a few mornings of late, though it warms up fast after the early morning. Frost has covered many roofs. But we'd bet you've forgotten how it is to get up early of a morning and start shoveling snow so you could get the car out and traveling, and make your way to the mailbox or maybe the chicken coop. Them were the days—and you can have 'em!

TOWN HOUSE SUPPER CLUB, Glen Ellen. Superb food served in comfortable surroundings. Cocktails. Worth your visit—anytime.

After solving 54 geographical town names in a San Francisco paper's puzzle contest—and with a perfect score—now all we have to do is solve 20 more which are "tie breakers" and aren't too easy. When we win the $5000 we'll certainly give you a ride in our new Cadillac!

RAY'S SIGNAL SERVICE, Arnold Drive at Cecilia, Eldridge. Good Gas and Good Service always. Complete Grocery department.

Do you too get a kick out of the current battles between Ed Sullivan and Steve Allen, Jackie Gleason and Perry Como? Of late we've switched off Sullivan—his programs are too much "film clips" and who cares? Got pretty tired of Gleason and turned to Como, but last Sunday Gleason expanded his "Honeymooners" to almost a full hour, and somebody or other must have been smart, 'cause that's Gleason at his very best.

WOODLEAF MARKET, Boyes Springs. Sensational values every week, many on staples you always need. We won't be undersold.

The college boys have come up with an antidote for Elvis Pelvis. They're now growing vandykes and Lincoln beards as an offset for the juvenile sideburns. They claim they're separating the college men from the high school boys.

THE CHICKEN HOUSE, Hiway 12, Boyes. Finest chicken you ever ate. Complete menu. Short orders. Home-made pies.

Next meeting of the Sonoma Valley Improvement club Inc. will be held Tuesday, Dec. 4, at the Mountain avenue clubhouse. Members are requested to bring a 50 cent gift for the Christmas party, for club members only. Wonderful opportunity to get into the Christmas spirit.

STOCK UP for the holidays with 7-year-old Charter Oak. 1/5 $4.15. ½ case, $22.49. Coldest 6 pak, $1.25. BROADWAY CAFE, Sonoma.

The whole Valley, and more especially the Hot Springs area, is deeply regretful at the death of Mrs. "Mom" Medros, "Pop's" wife, who departed this life on Monday of last week. She was comparatively young and her death followed a brief illness.

Pop and Mom had operated the Evergreen in Boyes for several years and Mom really was a "mom" for many persons. Two children, in addition to Pop, survive, and they have the heartfelt sympathy of just about everybody.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Jane brought a friend home with her from college. Appropriately, she introduced the girl, an attractive blonde, to her family.

"And this is my grandfather," she said. "He's in his nineties."

"My early nineties," the old gent hastily replied with a gleam in his eye.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

Poor old Sonoma. They wanted a Christmas tree, asked someone to donate one, and even the Press Democrat turned out to help the city, turning up an offer of a tree from around Fort Ross. Only they'd have to come and get it. Wonder if they ever thought of buying a tree?

JIM'S FINE MEATS, at Boyes Food Center. Choicest meats, cut as you like it. Delicatessen section. Friendly and fast service.

Our good and sane democratic friend from Fetters sends us a clipping citing a Drew Pearson column which claims Harry S. back in 1952 warned the country of dire doings in the Middle East, and that the worst thing we could do was arouse "false hopes" among the people of eastern Europe.

ESPOSTI'S LUNCH ROOM, Fetters Springs. Home cooked foots, a la carte. Fountain. Hamburgers. Snacks. Wonderful soup.

An illustration of one of the many reasons why we have no use for labor union bosses:

The three-piece orchestra was playing. We had a hankering to substitute for the piano player for just one little number. (We get that way once in awhile, under certain conditions.) Asked the little lady and she said: "Huh-uh. Petrillo says it can't be done." We'd like to meet Petrillo and tell him a few things. Also punch him in the nose. Betcha the owner of the place couldn't even play his own piano under the existing circumstances. Let's get rid of the goons!

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Sometime recently we mentioned how much we liked some "Toast Tite" sandwiches we got in Santa Rosa. Lo and behold! One of our devoted readers in Glen Ellen proceeded to give us one of the utensils on which this particular type of sandwich is made. Thank you, Mrs. C. Have already tried it out, and we can do just as good a job as they do in Santa Rosa. Wonderful!

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 3-2672.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

Lions had a charter and ladies' night party at the Glen Ellen Town House Monday night. About 50 there, a half dozen big boys of the Lions International were on hand, and a wonderful time was had. Local charter members of the club still active are your Colonel, Ray Loper, Leon DeSimone and Richard (Slim) Wallace.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

TOWNSEND'S, next to Bank of America, Sonoma. Shoes for the family. Koret sport shirts and jackets. Levis, Jeans, Work Clothes.

When I was a boy of 14, my father was so ignorant I could hardly stand to have the old man around. But when I got to be 21 I was astonished at how much the old man had learned in seven years.—Mark Twain.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

YELL'S ACRES NURSERY, in the heart of Glen Ellen. Specialists in Dahlias, Fuchsias, Tuberous Begonias. Make selections now.

Once we worked for a solid week in a foundry, which made piano plates. About 17 years old. Bought a jumper and jacket for a coupla dollars. Our job was to drill little holes in the plates, pound in the pins around which the various sizes of piano wires are looped. Had to buy our own drills, and pay for all those broken in our operation. End of the week: Dirty clothing, tired out completely (10-hour day), and net wages, after deductions for breakage, exactly $1.55. We quit.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

RAY'S AUTO WRECKING—1216 East MacArthur. Sonoma. WE 8-5173. We tow, buy, sell, trade. Old cars, trucks. Open 8 to 5.

Little treat the other night. The missus got a box of strawberries. They were big luscious ones, and even tastier than the ones we got 'way last summer. Think they must come from the Imperial valley.

BANQUETS and PARTIES our specialty. PAUL'S RESORT, Verano. Dancing every Friday, Saturday, Sunday. Come on over.

B & L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

Have you noted the little "war" between two groups of merchants who now are giving trading stamps? It'll be interesting to watch to see which one predominates after a year or two. Guess we'll stick to S and H green stamps.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

Then there's Carl T. Allen, well known local contractor, who is resuming his cabinetmaker shop business in the former Anderson building at Valley boulevard and Thompson. The man knows his business. He'll operate the cabinet shop and will be available for remodeling jobs of all types.

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

SPANISH FOODS—Enchilladas, tacos, tortillas, NOW at MENDEL'S CAFE, Boyes Plaza. Wonderful steaks, too. Short orders.

And don't forget Saturday night, Dec. 1, at the Rustic Inn, Glen Ellen. It's their 2nd anniversary, and there'll be free eats and free fun. The drinkables aren't free! Why not help Gunner and Ruth celebrate?

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

OUR RESORT, El Verano. Harvey and Melina. Stein Club headquarters. Draft beer, mixed drinks. Friendly place always.

And here's a celebration: Hanna Boys Center, up on Arnold drive, celebrates its 7th anniversary on Tuesday, Dec. 4. The home for boys had a whale of a ground-breaking ceremony 'way back seven years, with then Gov. Earl Warren, Bishop Sheen and actress Irene Dunn starring, with an estimated 10,000 persons trying to get a close view of the ceremonies.

More than 500 boys have been in residence at the center during the seven years of its existence. Some 110 are there now, where they are being prepared for productive citizenship.

Your Moonbams editor had a little something to do with the establishment of the center in this area. A Sonoma paper, when it had learned this community was being considered as a site for the home, came out editorially with "No More Institutions." Our paper then, the Review, countered with an editorial "Yes, the More the Better." Executives of the project, almost ready to turn thumbs down on this

location, changed their minds after our endorsement, and now we've got it. And most of us are mighty glad Hanna Boys Center is one of our proudest accomplishments.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

"What's the matter with you?" the wife demanded. "Monday you liked beans. Tuesday you liked beans. Wednesday you liked beans. Now Thursday, all of a sudden, you don't like beans."

SONOMA FURNITURE MART, Broadway. Christmas just ahead. Get something "good" this year. Lay-Aways welcomed.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

SOMETHING NEW IN LICENSE TABS

Your California vehicle registration will be renewed for next year by attachment of a reflectorized red sticker, marked for 1957, to your rear license plate. The department of motor vehicles announces that annual renewal procedures otherwise will include the features familiar in rcent years. Pre-punched cards setting forth fees for the new year will be mailed to all registered owners of vehicles immediately after Christmas.

Applications for the validated registration cards and stickers will be received at field offices, at additional points served by traveling registration crews, at 100 temporary stations in selected banks, by authorized auto clubs and associations, and by mail.

Paul Mason, state director of motor vehicles, said the stickers will replace the metal tab issued in former years as a renewal token. They are red in color, with black letters and numerals reading "California 1957," and are 1½ by 1⅞ inches in size.

"The motoring public will find several advantages in this device," Mason said. "They are easier to attach to the rear license plate than the metal tabs. They reflect light, thus adding a new visibility point to the rear end of the vehicle and adding a safety factor in night driving. Finally, they cannot be removed from a license plate without being destroyed or mutilated, thus adding a protection against theft or fraud, or evasion of the law by illegal transfer."

The renewal period dates are from Jan. 2 through Feb. 4, 1957. The small number of motorists who purchase vehicles after Dec. 1, 1956, will be required under the law to register for the full year 1957.

SEE GREENGRASS for expert advice on all matters pertaining to Real Estate, Insurance. Phone 8-4731. 18340 Sonoma Hiway.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

The efficiency expert died and they were giving him a fancy burial. Six pallbearers were carrying the casket out of the church when suddenly the lid popped open and the efficiency expert sat bolt upright and shouted, "If you'd put this thing on wheels, you could lay off four men."

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

He has achieved success who has lived well, laughed often and loved much; who has gained the respect of intelligent men and the love of little children; who has filled his niche and accomplished his task; who has left the world better than he found it, whether by an improved poppy, a perfect poem or a rescued soul; who has never lacked appreciation of earth's beauty or failed to express it; who has looked for the best in others and given the best he had; whose life was an inspiration; whose memory is a benediction.—Mrs. A. J. Stanley.

BUD'S GARAGE. Now located Railroad & Cherry Sts. Repairing all cars. Guaranteed service. Phone WE 8-3971.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

The psychologist was answering questions at the close of his lecture when one meek member of the class raised his hand and asked: "Did you say a good poker player could hold down an executive job?"

"That's right," said the psychologist. "Does it raise a question in your mind?"

"Yes," said the student. "What would a good poker player want with a job?"

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

TIME

He creeps
Across the window sill
Of dawn, and steals another day,
Then softly by the sunset door
Escapes into the night.

BATES AND EVANS, Funeral Directors. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. 691 Broadway, Sonoma. WEbster 8-2686.

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